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CLAIMS

1. A biaxially oriented polyolefin single or multi-layer film which comprises at least one core layer comprising a propylenic polymer component and either an ethylenic polymer component or a styrenic polymer component characterised in that the dynamic loss modulus (E'') of the film measured at 3 Hz and 25°C is:
- 5 (a) from about 28 to about 136 MPa measured in the transverse direction (TD); and/or
(b) from about 73 to about 135 MPa measured in the machine direction (MD).
- 10 2. A biaxially oriented polyolefin film as claimed in claim 1, further characterised by a dynamic storage modulus (E'), measured at 3 Hz and 25°C of:
(i) from about 630 to about 2800 MPa measured in the transverse direction (TD); and/or
(ii) from about 1300 to about 3000 MPa measured in the machine direction (MD).
- 15 3. A biaxially oriented polyolefin single or multi-layer film which comprises at least one core layer comprising a propylenic polymer component and either
(x) from about 0.2% to about 8% of an ethylenic polymer component; or
(y) from about 0.2% to about 25% of a styrenic polymer component;
by weight of the core layer.
- 20 4. A biaxially oriented polyolefin film as claimed any preceding claim, in which the core layer comprises a blend of propylene and ethylene homopolymers.
5. A biaxially oriented polyolefin film as claimed in any of claims 1 to 3, in which the core layer comprises a blend of propylene and with a saturated styrenic block copolymer.
- 25 6. A biaxially oriented polyolefin film as claimed in any of claims 1 to 3, in which the core layer comprises a copolymer formed from at least propylene and ethylene monomers.
- 30 7. A film as claimed in any preceding claim, in which the core layer comprises:
a) a blend of PP homopolymer and a PP/PE random bipolymer;
b) a blend of PP homopolymer and a PP/PE block bipolymer;
c) a blend of PP homopolymer and a PP/PE/PB terpolymer
d) a terpolymer of PP, PE and polybutylene (PB);
35 e) a blend of a PP/PE random bipolymer and a PP/PE block bipolymer;
f) a PP/PE random bipolymer; and/or
g) a PP/PE block bipolymer.

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where in the bipolymer(s) and/or terpolymer(s) the PE component comprises up to about 50% by weight.

8. A film as claimed in any preceding claim, in which either or both of the dynamic moduli (i.e. E' and/or E'') are substantially the same in the MD and TD (preferably isotropic).
9. A label facestock comprising a film as claimed in any preceding claim.
10. An article labelled with a film as claimed in any of claims 1 to 8 and/or a label facestock as claimed in claim 9.
11. A labelled article as claimed in claim 10, where the article is squeezable.
12. A graphic art display comprising a film as claimed in any of claims 1 to 8 and/or a label facestock as claimed in claim 9.
13. Use of a film as claimed in any of claims 1 to 8 and/or a label facestock as claimed in claim 9 in the label and/or graphic art fields.
14. A method of selecting those polymeric films which are of improved conformability suitable for labelling a deformable and/or irregular shaped article to having reduce blemishing thereon during use; the method comprising the steps of:
- (a) preparing polymeric film comprising at least one core layer comprising a copolymer formed from at least propylene and ethylene monomers
 - (b) measuring at 3 Hz and 25°C in the MD and/or the TD, the dynamic loss modulus (E'') and/or the dynamic storage modulus (E') of the film;
 - (c) selecting those films for use in labelling (optionally as a label facestock) which have at least one of the following properties:
 - (i) E'' in the TD from about 28 to about 136 MPa;
 - (iii) E'' in the MD from about 73 to about 135 MPa;
 - (xi) E' in the TD from about 630 to about 2800 MPa; and/or
 - (xii) E' in the MD from about 1300 to about 3000 MPa.
 - (d) optionally applying a film selected from step (c) as a label to a squeezable article.
15. A method of labelling an article by applying thereto a film as claimed in any of claims 1 to 8 and/or a label facestock as claimed in claim 9.

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16. A method of labelling as claimed in claim 15, where the article to be labelled is squeezable.

17. A labelled article obtained and/or obtainable by the method claimed in claims 15 or 16.